

MANUFACTURING EXTENSION PARTNERSHIP

Success Stories from the Field

Reclamere, Inc.

IMC-PA

Reclamere, Inc. Develops Effective Sales Program

Client Profile:

Reclamere, Inc., founded in 2001, provides data destruction and data recovery services, along with e-forensics and security assessments, to the finance, healthcare and education industries. One of the important aspects of Reclamere's business is the de-manufacture (products are broken down into their various components) of equipment, which is then re-manufactured into computers and other equipment for resale and export to third world countries. The company employs 30 people at its facility in Tyrone, Pennsylvania.

Situation:

The owners of Reclamere saw an unfulfilled need in niche markets and wanted to respond to current requirements, as well as anticipate future needs or those simply unknown by prospective clients. However, in order for Reclamere to develop and sustain long-term growth, a team of quality, driven sales professionals had to be assembled. Reclamere's Vice President of Sales and Marketing, Joe Harford, actively pursued educational opportunities, including workshops and events sponsored by the Mid-Pennsylvania Manufacturing Extension Partnership (IMC), a NIST MEP network affiliate. Harford became convinced that IMC could help Reclamere on a much broader level and engaged the organization to help him build the model of his company's sales program.

Solution:

IMC worked alongside Moore Power Sales of Altoona, Pa., and the team at Reclamere to build an all-encompassing program. The result was a system that included a long-term strategy for the makeup of the sales program at Reclamere, plus spanned hiring, training and sustaining a quality sales force. For the early stages, Reclamere learned in detail what qualities to look for in new hires, and how best to recruit and interview for sales positions. In fact, they received support throughout initial waves of the recruitment and hiring process. The other major component of the work was the development of a four-month training program for all members of the team, from entry-level salespersons to more senior staff members. The training program tapped into the power of Sandler Training methodology and was adapted to fit Reclamere.

Results:

- * Increased and retained sales of \$200,000.
- * Realized \$25,000 in cost savings.
- * Invested \$46,000 in the business.

Testimonial:

"The IMC and the support brought via that organization have helped us to develop a tremendously effective sales program at Reclamere. We have a top-notch sales team thanks to a clear, relevant

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system for recruitment and training. Working with IMC was an easy, natural process. We found their requirements and methodologies straightforward and even convenient. I definitely believe that this was a worthwhile endeavor and I will no doubt turn to IMC again for advisement, support and educational opportunities."

Joe Harford, Vice President of Sales and Marketing